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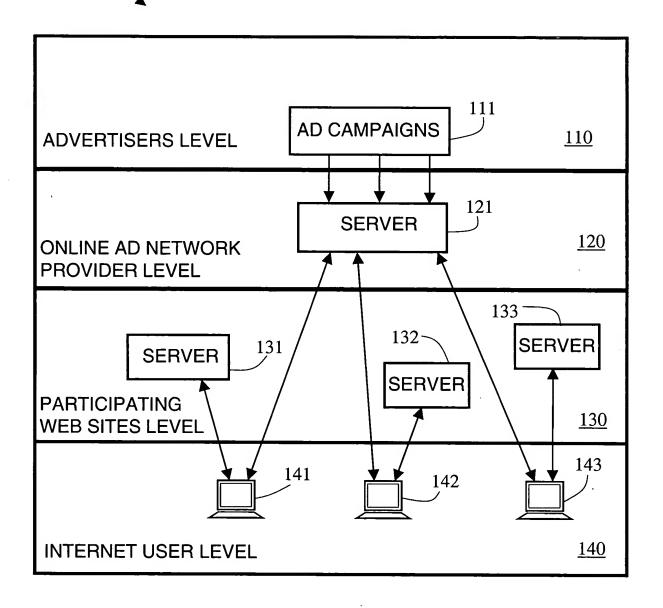


FIG. 1 (PRIOR ART)

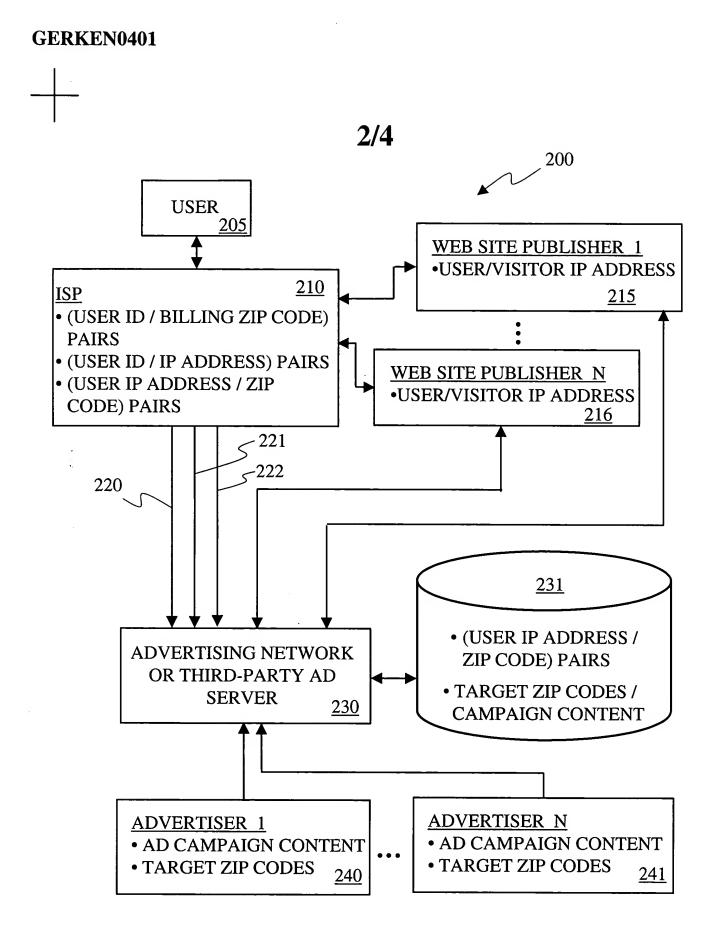


FIG. 2

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300

ONE OR MORE ADVERTISERS SUPPLY AD CAMPAIGN CONTENT AND TARGET ATTRIBUTE VECTORS TO ONLINE AD NETWORK 305

ONLINE AD NETWORK RECEIVES OR BUILDS IP ADDRESS-TO-USER ATTRIBUTE VECTORS 310

ONLINE AD NETWORK IDENTIFIES THE IP
ADDRESS-TO-USER ATTRIBUTE VECTORS THAT
MATCH TARGET ATTRIBUTE VECTORS OF
ADVERTISING CONTENT
315

ONLINE AD NETWORK RETRIEVES THE ONE OR MORE IP ADDRESSES FROM SAID MATCHING IP ADDRESS-TO-USER ATTRIBUTE VECTORS

<u>320</u>

ONLINE AD NETWORK NOTIFIES WEB PUBLISHERS OF THE RETRIEVED ONE OR MORE IP ADDRESSES BY TRANSMITTING SAID IP ADDRESSES OR CONFIRMING THAT A VISITOR'S IP ADDRESS IS AMONG SAID IP ADDRESSES 325

FIG. 3

400

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ISPS CONTINUALLY PROVIDE (IP ADDRESS, ZIP CODE) PAIRS FOR CURRENT INTERNET USERS TO ONLINE AD NETWORK 405

ADVERTISERS PROVIDE
ADVERTISEMENTS AND TARGET
ZIP CODES TO ONLINE AD
NETWORK 410

ONLINE AD NETWORK, USING (IP ADDRESS, ZIP CODE) PAIRS FROM ISPS AND TARGET ZIP CODES FROM ADVERTISERS, IDENTIFIES IP ADDRESSES FOR WHICH ADS ARE CURRENTLY AVAILABLE TO RUN 420

ONLINE AD NETWORK CONTINUOSLY TRANSMITS
IDENTIFIED IP ADDRESSES, OR CHANGES TO THE IP
ADDRESSES, TO WEB PUBLISHERS
425

WEB PUBLISHERS DETERMINE WHETHER IP ADDRESS OF EACH SITE VISITOR IS AMONG THOSE OF INTEREST TO ONLINE AD NETWORK

<u>430</u>

WHEN VISITOR'S IP ADDRESS IS AMONG THOSE OF INTEREST TO AD NETWORK, WEB PUBLISHER SERVES AD TAG WITHIN PAGE DESIGNATING AD FOR AD NETWORK 435

USER'S BROWSER, EXECUTING AD TAG, FETCHES AD FROM ONLINE AD NEWTORK'S SERVER

440

AD NETWORK'S SERVER LOOKS UP ZIP CODE
CORRESPONDING TO USER'S IP ADDRESS AND SELECTS
AND SERVES AD TARGETED TO THAT ZIP CODE
445